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SECTION ONE

Telling Our Story
VISION
The University of Oregon strives to maintain an educational and student-focused environment. University Housing’s role is to support the university’s academic mission by having an active involvement within the many communities offered by University Housing. We can fulfill our goal of providing a sense of community, academic environment, and spirit in the residence halls through consistency and strategic communication.

HOW TO CRAFT A MESSAGE
Messaging is a three step process. First understand our central message, then choose your target audience, and finally leave them with a call to action to learn more.

CENTRAL MESSAGE
WHAT WE WANT OTHERS TO REMEMBER ABOUT US
- University Housing is where living and learning unite.
- University Housing is the only choice if you want to experience the best that the UO has to offer.
- University Housing is the launchpad to your success, academically, intellectually, and socially.

HOW AND WHEN WE COMMUNICATE
- In all communications, be friendly, be personal, and be authentic!
- Positive personal stories are a great way to illustrate a point. Please remember to add the caveat “This was MY experience,” to avoid stereotyping.
- When possible, talk to new students in second person, e.g. “When you first move in, your student staff are there to help answer any of your questions.”
- When speaking to a crowd that is unfamiliar with University Housing, refer to residents as “students,” and avoid acronyms.

TARGET AUDIENCE

POTENTIAL STUDENTS
- Living on campus sets the foundation for your academic success.
- There is a place for everyone. Academic Residential Communities create a supportive community for any interest.
- Living on campus is the best way for you to connect with the opportunities at the UO.
- University Housing will groom you as a leader and give you a place to grow.

CURRENT STUDENTS
- The personal and academic support is unmatched off campus.
- Spending a second year on campus, with programs designed for sophomore and upper-division students, will set you apart from your peers.
Living on campus is an investment that will help you focus on academics and give you more freedom to get involved with campus activities.

There is a place for all students on campus, not only first-year students.

PARENTS AND FAMILIES

Living on campus is an investment that will help your student focus on academics and give them more freedom to get involved with campus activities.

The on-campus community creates more successful students defining their passions academically and socially.

Security is our first priority. We have multiple systems that provide high-quality security and support to residents, 24/7.

If they apply themselves, students will leave here with more maturity and self-awareness.

Some of the best lessons come from challenging situations. Living in University Housing will develop life skills as well as academic skills.

UNIVERSITY HOUSING PARTNERS AND CAMPUS

University Housing is more than just a place to sleep; it is the foundation for students’ academic success.

Living on campus is a great option for more than just first-year college students.

We pride ourselves on our Academic Residential Communities, and we want them to be the highlight of your conversations with students, rather than living accommodations.

University Housing creates student leaders who are successful both in and outside the classroom through a culture of lifelong learning.

CALL TO ACTION

IN PERSON

Tell success stories about living on campus.

Encourage students to apply and get the most out of their time at the university.

Sign up for housing on our website. Everything is right on the University Housing homepage.

DIGITAL CORRESPONDENCE

Check housing.uoregon.edu for more information, and follow UO Housing on Facebook, Instagram, and Twitter for additional tips and prizes.

E-mail housing@uoregon.edu or call 541-346-4277 with questions.
CONTACT INFORMATION

All University Housing publications should include the University of Oregon logo, Division of Student Life logo, department and/or program name (University Housing, Catering Services, RHA, etc.), department or program URL, contact information, and the equal opportunity and affirmative action (EOAA) statement.

FULL CONTACT INFORMATION (USE MAILING ADDRESS)

- University Housing
  1220 University of Oregon
  Eugene, OR 97403-1220
  housing.uoregon.edu
  housing@uoregon.edu
  541-346-4277

- University Catering
  1220 University of Oregon
  Eugene, OR 97403-1220
  catering.uoregon.edu
  catering@uoregon.edu
  541-346-4303

MINIMUM CONTACT INFORMATION

- housing.uoregon.edu
  541-346-4277
  housing@uoregon.edu

- catering.uoregon.edu
  541-346-4303
  catering@uoregon.edu
Residence Hall Association Logo

**VISUAL STYLE**

1. The **Residence Hall Association Wordmark** is used to show the full name of the Residence Hall Association and is always used in title case DIN Bold.

2. The **RHA Wordmark** uses all caps Gill Sans Ultra Bold.

3. The **Duck Illustration** represents the University of Oregon mascot and connects RHA to the University of Oregon.

4. The **Badge** contains the Duck Illustration and the Residence Hall Association wordmark.

**RHA LOGO**

The RHA logo should be included on all RHA materials.
CLEAR SPACE REQUIREMENTS

The Residence Hall Association logo is to be used in all Residence Hall Association communication materials. Clear space requirements must be observed.

The distance from the bottom of the H to the bottom of the crossbar in the H.

RHA LOGO MINIMUM SIZE REQUIREMENTS

The Residence Hall Association logo should never appear smaller than ½" high.

There may be some cases that require special sizes or clear space allowances. Examples of these nonstandard applications include, but are not limited to, pencils, CD spines, lanyards, or very small ads.

For questions about nonstandard uses of the Residence Hall Association logo, contact the University Housing marketing and communication office.
HORIZONTAL VERSION

While the use of the stacked logo is encouraged, there may be some cases where the horizontal version is preferred. As with the main version of the RHA logo, color, size, and clear space requirements apply.

CLEAR SPACE REQUIREMENTS

x = The distance from the bottom of the H to the bottom of the crossbar in the H.

The horizontal Residence Hall Association logo should never appear smaller than \( \frac{3}{8} \)" high.

There may be some cases that require special sizes or clear space allowances. Examples of these nonstandard applications include, but are not limited to, pencils, CD spines, lanyards, or very small ads.

For questions about nonstandard uses of the Residence Hall Association logo, contact the University Housing marketing and communication office.
ACCEPTABLE COLOR VARIATIONS

PARTIAL COLOR VERSION
The partial color version of the RHA logo should be used on a background of adequate contrast and only when Pantone colors are required.
PMS 3425 Green
PMS 143 Orange
PMS Yellow
Black

GREEN
It is acceptable to apply the green RHA logo to white, yellow, and other university-approved background colors providing adequate contrast.
PMS 3425 Green

REVERSED
It is acceptable to apply the reversed RHA logo (white) to black and other university-approved background colors providing adequate contrast.

YELLOW
It is acceptable to apply the yellow RHA logo to a black or dark green university-approved background providing adequate contrast.
PMS Yellow
Residence Hall Association Logo

VISUAL STYLE

DON'T REASSIGN COLORS AND CREATE OTHER ONE-COLOR VARIATIONS OF THE LOGO

The RHA logo was designed to consistently represent the Residence Hall Association. Proper use, including color, is necessary to achieve that goal. The one-color version must only appear in black, green, or reversed white or yellow—not a combination of these.

DON'T REPOSITION, RESIZE, OR SEPARATE COMPONENTS OF THE LOGO

The RHA logo was designed to be used as a unit. Special consideration was given to the various uses of the logo and the relationship of its components. As such, neither its components nor their relative position, quality, or proportional size should be altered in any way unless University Housing marketing and communication gives specific approval.

DON'T APPLY GRAPHIC EFFECTS TO THE LOGO OR USE THE LOGO AS A DECORATIVE ELEMENT

Dimensional effects—such as drop shadows, strokes, highlights, bevels, or radial gradient fills—should never be applied to any part of the logo. The logo should never be used as a decorative element because the use of the RHA logo as a background element dilutes the importance of the logo and violates necessary clear space requirements.
PHOTO RELEASES
When photographing, photo releases should be used as often as possible. It’s important that individuals know how we plan to use the images. Do not photograph individuals under 18 without permission from their guardian.

MODEL RELEASE
The model release form for photos and videos can be found at brand.uoregon.edu/forms-and-resources
Turn all model release forms into University Housing marketing and communications.
SECTION THREE

Digital Communication Standards
University Housing encourages our communities to explore using social media platforms. Creating a plan that follows the University of Oregon and University Housing social media guidelines is the first step.

- Social media best practices: [brand.uoregon.edu/social-media-standards](http://brand.uoregon.edu/social-media-standards)

### Suggested Social Media Platforms

**Main Housing Accounts (UO Housing)**
- Facebook
- Twitter
- YouTube
- Instagram

**Community Accounts**
- Facebook
- Twitter
- YouTube
- Instagram

### Facebook Pages Versus Groups

A Facebook Page is a vertical-communication tool.
- It is possible to share a Page's content directly to a friend's wall, another Page, or Group.
- Liking and commenting on content from a Page will then have that content appear on the individual's news feed for everyone to view.
- Any content from the Page that is shared on an individual's wall will appear in the news feed for any friend who regularly views posts from that individual.

A Facebook Group is a horizontal-communication tool.
- Most content cannot be shared from within a Group to a wall, Page, or other Group.
- Members of the Group start topics of discussion and other members of the Group can contribute through comments.
- The most popular topics stay at the top of the Group and older posts can be accessed by scrolling through the group wall or using the search tool.
- Groups allow for storage of files, group editing of simple documents, and creation of events that are only visible to members of the Group.
- Groups need admins to permit access to the Group.

### Main Goals and Strategies

The goals are the long-term aspirations of the platform. Consider the ideal future in sustaining a plan. The strategies are the specific choices around creating a plan.

### Things for Consideration

- What are the intentions?
- What are the goals for launching campaigns and how long will we campaign for events?
- Where will we promote?
- Who will we team up with?
- Will the content be open to the public or invitees only?
- Should there be a feature, a testimonial, or an event?
- Will you have post categories (e.g. points of pride, events, did you know)?

### Responsibility

Who will be responsible for growing, maintaining, and handling each social media platform?

### Recommendations

- One to two administrators per social media outlet should be appointed to maintain relevant content.
Social Media

- A full-time University Housing staff member from the marketing and communication office should have access as a top-level administrator to any account utilizing the University Housing brand. This staff member is not included in the two administrator recommendation.
- Utilize HootSuite or Tweet Deck to maintain consistency, schedule content, and avoid repetition of posts, videos, and content.

NAMING
All social media names should be approved by University Housing marketing and communications. All efforts should be made to include UO before the community name—we are a part of a bigger brand. Keep the name short and avoid language that could change in the future.

RECOMMENDATIONS
- UOWalton
- WaltonHall2015

DEFINE AND MEASURE YOUR SUCCESS
Measuring your success is important and should be done regularly. Monitor the admin pages for analytics and data. Set membership goals to continue to expand the platforms.

THINGS FOR CONSIDERATION
- What is the goal?
- What do we want to gain?
- What is success and how do we measure it?

POSTS AND COMMENTS
RECOMMENDATIONS
- Post three to five times per social media platform per week to keep audiences engaged. Additional posts are allowed if they are critical and/or meaningful. We recommend quality over quantity.
- Repost or share a UO tweet, comment, photo, video, or post at least once a week.
- Respond to comments, questions, concerns, and messages in a timely manner.
- Give recognition to followers who interact.
- Keep track of comments, likes, followers, friends, retweets, and favorited tweets monthly. Most platforms have analytic tools associated with them. Review results to determine future content.
- Create an interactive way to get a message across or promote an event by asking questions.
- Be creative. Consider incorporating trivia questions or question-and-answer-style comments to create engagement from audiences.
- Post or retweet events, jobs, and academic support opportunities available within University Housing and on campus at least once a week.

INTERACTION
Post relevant content that people can relate to or talk about to increase interaction such as retweeting, sharing, or posting a comment.

Post content that helps:
- build community
- engage and interact with audience
- promote authenticity
- build awareness

What does the post or picture communicate? Who is your audience?
- Consider your audiences. Is your page public or private? Will other buildings, departments, or parents have the potential to view the content?

BEST PRACTICES
Claim social media accounts—accounts may not be automatically set up with a clean URL. Clean URL’s can increase search optimization.
- facebook.com/UOHousing
- facebook.com/12345678
Social Media

Pictures should have captions to help describe them. This is also helpful for accessibility.

- A photo of a dish at the Farm to Fork dinner should have caption that says something like, “Local vegetables from Winter Green Farm are ready to be made into a fresh customized salad.”

Use short URLs. A short URL can be convenient to post on platforms that limit the number of characters that may be used in a message. When using a short URL, identify what the URL is directing to. Consider using short URLs provided by bitly.com.

- Download the A&AA review for 2013 at bitly.com/RKPIEB

NOT

- Download the A&AA review for 2013 at aaa.uoregon.edu/sites/aaa.uoregon.edu/files/downloads/publications/aaa-review-2013.pdf

Monitor for inappropriate content and unrelated posts from other users. Users can be blocked if they repeatedly post inappropriate content.

DELETE INAPPROPRIATE CONTENT

- Posted by Titan Court: Looking for a place to live outside of the dorms next year? Titan Court apartments has everything you need.

The safety of our students is a high priority. Delete any posts that can be used to identify where a resident lives.

DELETE STUDENT ROOM LOCATIONS

- Posted by an RA: Stop by my room (368 in the south wing of the GSH) if you need any help.

Avoid endorsing businesses, products, causes, political platforms, organizations, etc. outside the UO by “liking” or “following” their pages.

CONNECTING WITH OTHERS
Building relationships with established organizations on social media is important to getting our name and purpose out there. Begin by connecting with other campus organizations—the University of Oregon social media index is at uoregon.edu/social.

EXAMPLES

- UO Student Life
- UO Academic Programs pages
- UO Alumni
- UO Athletics
- @Quack Cave
- Call Me a Duck
DEFINE YOUR GOAL
Before writing, ask yourself:
- WHY am I writing this?
- WHAT is my main message?
- WHO am I talking to?
- HOW do I want them to respond?

CONTENT
Make content scan-ready. Studies show when people read online content, they mostly skim. Scan-ready content allows people to get information they want, fast. This means using bullet points and lists when applicable.

Come up with an attention-grabbing title that is distinct and simple.
- Academic Residential Communities: Where Academics and Living Collide
- Academic Residential Communities

Follow the *Chicago Manual of Style*, but use the *Associated Press Stylebook* when writing news or feature articles.

Address one idea per paragraph. Each paragraph should have around five to eight sentences.

Use the inverted pyramid style—the point of your topic should be at the beginning of a paragraph, the explanations at the bottom.
- The Global Scholars Hall is home to a lot of rooms you can take advantage of. There are classrooms in the building, music practice rooms, and residence hall rooms.
- The Global Scholars Hall has classrooms, music practice rooms, and residence hall rooms. The Global Scholars Hall is home to a lot of rooms you can take advantage of.

DOUBLE OR TRIPLE CHECK SPELLING AND GRAMMAR. There's nothing worse than typos and grammatical errors to lessen credibility.

Simple is best. If you can do without a word, take it out. Every word and sentence should count.
- Our Academic Residential Communities are great.

FORMAT AND GUIDELINES
Use lists and bullet points whenever possible. This allows our readers to scan material quickly and find what information they need.

- Whenever using lists, always include an introduction that establishes what the list is about.
- No more than seven items per list unless absolutely necessary.
- Make sure that content follows section508.gov guidelines—at least to the best of your ability.
- Use subheads to break up larger bodies of text.

VOICE
Voice should be professional, not stiff. Use second person when your target audience is students; speak in third person if not.

EXAMPLE
- If your target audience is 17-year-old high school students, write with an informal tone, as if you were speaking to them in person.

Use active voice instead of passive voice.
- Out-of-class faculty interaction with students enhances students’ intellectual development.

NOT
- Students’ intellectual and personal developments are enhanced by out-of-class faculty interaction.
SECTION FOUR

Food Service Standards
Dining Services Commercial Logo

SPECIAL NOTE: The University of Oregon Office of Marketing and Brand Management has approved the use of the Oregon O with the Dining Services wordmark for commercial use only—contact the University Housing marketing and communication office for approval to use this logo. The wordmark may appear to the right of the O, or below the O as shown on this page. This logo does not incorporate the line or rule between the O mark and the Dining Services wordmark. Care should be taken to maintain the proportional dimensions of the O Dining Services logo.

To ensure consistency, it is critical for every user of the O Dining Services logo, regardless of personal preference, to use it in accordance with the guidelines outlined in the UO Logos & Graphics Commercial Use Guidelines, published by the University of Oregon Office of Marketing and Brand Management.

To get a copy of the electronic logo file of the O Dining Services logo, contact the University Housing marketing and communication office.

COLORS

The O Dining Services logo should incorporate two colors into its design when possible. The University of Oregon utilizes the Pantone Matching System (PMS) for creation of both green and gray. When two-color printing is not an option, the logo may appear as one-color in one of the following colors: University of Oregon green, University of Oregon yellow, black, or white.

The colors shown throughout this guide have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE® Color Standards. Consult current PANTONE® publications for accurate color. PANTONE® is the property of Pantone, Inc.
CLEAR SPACE REQUIREMENTS
The O Dining Services logo is to be used in special commercial use situations only. Clear space requirements must be observed.

The “O” should never appear smaller than \( \frac{3}{8} \)" high.

There may be some cases that require special sizes or clear space allowances. Examples of these nonstandard uses include, but are not limited to, pencils, CD spines, or very small ads.

For questions about nonstandard uses of the O Dining Services logo, contact the University Housing marketing and communication office.
ACCEPTABLE COLOR VARIATIONS

When possible, use the two-color version of the O Dining Services logo (as shown on previous pages). Acceptable one-color variations of the logo (as shown below) are: black, green, yellow, and white.

BLACK

APPLYING THE LOGO TO SOLID BACKGROUNDS
The black logo can be applied to other background colors providing adequate contrast.

GREEN

APPLYING THE LOGO TO SOLID BACKGROUNDS
It is acceptable to apply the green logo to a yellow background.

REVERSED

REVERSING THE LOGO
It is acceptable to apply the reversed signature (white) to black and other background colors providing adequate contrast.

YELLOW ON GREEN OR BLACK BACKGROUND

APPLYING THE LOGO TO SOLID BACKGROUNDS
It is acceptable to apply the yellow logo to a green or black background.
Dining Services Commercial Logo

**UNACCEPTABLE USE**
The Dining Services logo must follow all of the University of Oregon Office of Marketing and Brand Management’s established guidelines for commercial use logos. Proper use, including color, relationship of components, proportions, and legibility is necessary to achieve consistency throughout the brand.

**DON’T REASSIGN COLORS**
The proper two-color logo consists of the “O” in UO green and the wordmark in UO gray.

**DON’T CREATE OTHER ONE-COLOR VARIATIONS**
The one-color logo must only appear in black, green, yellow, or white.

**DON’T SACRIFICE LEGIBILITY**
When the logo is placed on an image, it should be in an area that does not sacrifice legibility.

**DON’T FILL ANY PART OF THE LOGO**
Applying color, patterns, images, or type to the interior or exterior of the logo is strictly prohibited.

**DON’T REPOSITION, RESIZE, OR SEPARATE COMPONENTS**
The logo was designed to be used as a unit. As such, neither its components nor their relative position or proportional size should be altered in any way.

**DON’T SQUEEZE OR STRETCH THE LOGO**
Proportional size of the logo should remain consistent. Squishing or stretching the logo is strictly prohibited.
The following dining venue logos are approved for use as shown. These logos should be used consistently to identify each dining venue in all of its communications. To ensure consistency, it is critical that every user of these logos, regardless of personal preference, use them in accordance with the guidelines that follow.

**Any version of any of these logos that is not shown here should not be used.** Do not reassign colors; reposition, resize, or separate logo elements; apply graphic effects or decorations; sacrifice legibility; fill in any element of the logo; add a color box around the logo; or stretch or squish the logo. Any black logo can be used reversed out (white logo on a dark background).

To get a copy of electronic logo files, contact the University Housing marketing and communication office.
<table>
<thead>
<tr>
<th>Dining Venue</th>
<th>FOOD SERVICES STANDARDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMON GROUNDS CAFÉ</td>
<td>DUX BISTRO</td>
</tr>
<tr>
<td>FIRE 'N' SPICE GRILL HORIZONTAL</td>
<td>FIRE 'N' SPICE GRILL STACKED</td>
</tr>
<tr>
<td>FRESH MARKET CAFÉ COLOR</td>
<td>FRESH MARKET CAFÉ BLACK</td>
</tr>
<tr>
<td>GRAB 'N' GO MARKETPLACE</td>
<td>PUDDLES CAFÉ</td>
</tr>
</tbody>
</table>
Adherence to these standards promotes consistent, cohesive signage systems that enhance the visual unity of the Dining Services brands and reduces or eliminates customer confusion and enhances accessibility for all guests.

Please direct questions about layout of templates to the University Housing marketing and communication office.

EDITING SIGNS
If the information on a sign is out of date and it is still posted for the guests to see, do not cross out the information or write edits on the sign. Instead, replace the sign with a new sign that has accurate information. If the out-of-date sign is a custom sign that was created by the University Housing marketing and communication office, discuss the necessary changes with your supervisor who will work with the director of food services and the marketing and communication office to create a solution.

PLACE SIGNAGE IN AREAS THAT BEST SERVE GUESTS
Signs should always appear when the customer needs to know something. Unlabeled food items could mean missed sales or confused guests. For example, if the posted sign is communicating that the credit card machine is down, it should be placed in an area that is likely to be seen by the customer before the customer begins to order. If the sign only appears at the pay station and the customer already has food with no other way to pay for it, this could lead to an upset customer and/or wasted food.

Signs that need adhesive should have the adhesive applied in a non-visible way.

DO NOT POST SIGNS ON DOORS OR WINDOWS
No signs should be posted on any glass doors or windows. This is to ensure that people using the doors can see through them to check if there is someone on the other side. Also, this allows customers to have unobstructed views during their dining experiences. Permanent sign holders are permitted on glass for signs that remain posted year round (e.g hours of operation).

The exception to this rule is the placement of temporary signage regarding special closures of the venue or signage about the credit card machine being down. Temporary signage does not include upcoming events, daily specials, or other special promotions.

DO NOT POST SIGNS ON SNEEZE GUARDS AND OTHER GLASS
Since we take the accessibility of all customers into consideration, no signage should be posted on sneeze guards which are too high for some to read. Posting signs on sneeze guards and other glass also makes it harder for customers to see the product on the other side. Instead, explore signage options that are next to the product.
Dining Template Guidelines

It is important to create uniform branding throughout the dining venue spaces. Consequently, all signage should be consistent to the brand of the location. When working with any dining template, font, font size, font case, spacing, alignment, location, and visual hierarchy should not be modified. It is also important that no photos, logos, or clip art are added to the signs without first getting approval from the University Housing marketing and communication office.

Direct questions about layout and access to template files to the University Housing marketing and communication office.

GENERAL DINING TEMPLATE GUIDELINES

- Always spell out numbers except when they are a price, point value, time, or date.
- Don’t post signs without the venue logo.
- “Local Call-Out” and “local location” are optional fields. However, whenever possible, please include the local food providers and their city and state or list that it is housemade. For the proper spelling of the food providers and their locations see the list in the “Food Services Standards Grammar and Style” section.
- Housemade is the preferred term for items made from scratch or by Central Kitchen.
- Dietary notice (“Food Services Standards Grammar and Style” section.) and allergen (“Food Services Standards Grammar and Style” section.) indicators are two consistent lists. All that apply to each item should be listed on the signage. Please do not list other types of allergens or restrictions without approval from the director of food services.
- When items contain a trademark or registerd brand name (e.g. Oreos®, Reese’s®, etc.), list the ® after the name. Use alt+0174 on a PC or option+R on a Mac to get the ® symbol. Commonly used examples that require trademarks can be found in the “Food Services Standards Grammar and Style” section.

CUSTOM SIGNAGE

If the provided templates do not meet your needs for a specific sign, discuss your needs with your supervisor who will work with the director of food services and the marketing and communication office to create a solution.
Dining Templates

**TODAY’S SPECIAL**

5 points or $7.50

**HOUSEMADE**

STEAK FAJITAS AND JALAPEÑO BOTTLE CAPS

- Sliced skirt steak marinated in our house chipotle lime marinade and then grilled to order. Includes three flour or corn tortillas, rice, beans, cabbage, cheese, sour cream, and salsa. Jalapeño rings fried to order. Includes a fountain beverage.

- **Allergens**: contains milk, eggs, soy, and wheat

**Item**

Style Sheet: BMB Item Name
Arial Bold, 37-point, ALL CAPS

**Description**

Style Sheet: BMB Description
Arial, 16-point, Sentence case

**Price**

Style Sheet: BMB Price
Arial Bold, 26-point, lowercase

**Dietary Notice**

Style Sheet: BMB Dietary Notice
Arial, 18-point, ALL CAPS

**Local Location**

Style Sheet: BMB Local Location
Arial Bold, 23-point, ALL CAPS

**Allergens**

Style Sheet: BMB Allergens
Arial, 16-point, Sentence case

**BIG MOUTH 3×1.5 TEMPLATES**

**Item Name**

Style Sheet: BMB Item Name
Arial Bold, 17-point, ALL CAPS

**Allergens**

Style Sheet: BMB Allergens
Arial, 10-point, Sentence case

**Item Description**

Style Sheet: BMB Item Description
Arial, 12-point, ALL CAPS

**BIG MOUTH 8.5×11 TEMPLATES**

**Description**

Style Sheet: BMB Description
Arial, 16-point, Sentence case

**Price**

Style Sheet: BMB Price
Arial Bold, 26-point, lowercase

**Dietary Notice**

Style Sheet: BMB Dietary Notice
Arial, 18-point, ALL CAPS

**Item**

Style Sheet: BMB Item Name
Arial Bold, 37-point, ALL CAPS

**Local Location**

Style Sheet: BMB Local Location
Arial Bold, 23-point, ALL CAPS

**Allergens**

Style Sheet: BMB Allergens
Arial, 16-point, Sentence case

**BIG MOUTH 8.5×11 TEMPLATES**

**Description**

Style Sheet: BMB Description
Arial, 16-point, Sentence case

**Price**

Style Sheet: BMB Price
Arial Bold, 26-point, lowercase

**Dietary Notice**

Style Sheet: BMB Dietary Notice
Arial, 18-point, ALL CAPS

**Item**

Style Sheet: BMB Item Name
Arial Bold, 37-point, ALL CAPS

**Local Location**

Style Sheet: BMB Local Location
Arial Bold, 23-point, ALL CAPS

**Allergens**

Style Sheet: BMB Allergens
Arial, 16-point, Sentence case

**BIG MOUTH 8.5×11 TEMPLATES**

**Description**

Style Sheet: BMB Description
Arial, 16-point, Sentence case

**Price**

Style Sheet: BMB Price
Arial Bold, 26-point, lowercase

**Dietary Notice**

Style Sheet: BMB Dietary Notice
Arial, 18-point, ALL CAPS

**Item**

Style Sheet: BMB Item Name
Arial Bold, 37-point, ALL CAPS

**Local Location**

Style Sheet: BMB Local Location
Arial Bold, 23-point, ALL CAPS

**Allergens**

Style Sheet: BMB Allergens
Arial, 16-point, Sentence case
**Dining Templates**

**FOOD SERVICES STANDARDS**

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**CARSON 8.5×11 SINGLE-COLUMN TEMPLATES**

**Menu Item**
- Style Sheet: Carson Menu Item
- Arial, 36-point, Title Case

**Menu Header**
- Style Sheet: Carson Menu Header
- Arial Bold, 40-point, ALL CAPS

**Menu Item**
- Style Sheet: Carson Menu Item
- Arial, 36-point, Title Case

---

**Menu Item**
- **Chicken Tenders**
- **Grilled Cheddar Cheese Sandwiches**
  - VEGETARIAN
- **Curly Fries**
  - VEGETARIAN
- **Fresh Vegetables**
  - VEGETARIAN

**Dietary Notice**
- Style Sheet: Carson Dietary Notice
- Arial, 18-point, ALL CAPS

---

**Menu Item**
- **HEARTH-OVEN PIZZA**
  - **Hawaiian**
    - CONTAINS PORK
  - **Cheese**
    - VEGETARIAN
  - **Southwest with Cotija and Pepper Jack Cheeses**
    - VEGETARIAN

**Dietary Notice**
- Style Sheet: Carson Dietary Notice
- Arial, 18-point, ALL CAPS

**Gluten Notice**
- Style Sheet: Carson Gluten Notice
- Arial, 16-point, ALL CAPS

---

PIZZAS MADE WITHOUT GLUTEN ARE AVAILABLE UPON REQUEST.
Dining Templates

CARSON 8.5×11 TWO-COLUMN TEMPLATES

Menu Header
Style Sheet: Carson Menu Header
Arial Bold, 40-point, ALL CAPS

NACHO BAR

- BASE
  Corn Chips
  Whole-wheat and Flour Tortillas

- CHEESE
  Cheese Sauce
  Shredded Cheese

- PROTEIN
  Taco Beef
  Chipotle Chicken
  Pinto Beans

- TOPPINGS
  Pico de Gallo
  Roasted Corn Salsa
  Three Alarm Salsa
  Mango Salsa
  Pineapple Salsa
  Sour Cream
  Guacamole
  Cilantro
  Green Onions
  Diced Tomatoes
  Sliced Jalapeños
  Black Olives

Specialty Bar Subheads
Style Sheet: Specialty Bar Subheads
Arial Bold, 24-point, ALL CAPS

Specialty Bar Ingredients
Style Sheet: Specialty Bar Ingredients
Arial, 24-point, Title Case

CARSON 3×5 TEMPLATES

Local Call-Out
Style Sheet: Carson Local Call-Out
Arial, 19-point, Title Case

Clam Chowder
CONTAINS PORK

Local Location
Style Sheet: Carson Local Location
Arial, 13-point, ALL CAPS

Menu Item
Style Sheet: Carson Menu Item
Arial Bold, 26-point, Title Case

Dietary Notice
Style Sheet: Carson Dietary Notice
Arial, 13-point, ALL CAPS

CARSON 3×1.125 TEMPLATES

Dietary Notice
Style Sheet: Carson Dietary Notice
Arial, 10-point, Sentence case

Local Location
Style Sheet: Carson Local Location
Arial, 10-point, ALL CAPS

Menu Item
Style Sheet: Carson Menu Item
Arial Bold, 14-point, Title Case

Assorted Cookies
Contains milk, wheat, soy, egg, nuts, tree nuts

GROUNDWORK ORGANICS

Blueberries

Housemade
UO CENTRAL KITCHEN

Clam Chowder
CONTAINS PORK

Chicken Caesar Salad
Dining Templates

COMMON GROUNDS 8.5×11 TEMPLATES

**Ingredients**
Style Sheet: CG Ingredients
Arial, 14-point, Sentence case

**Local Location**
Style Sheet: CG Local Location
Arial Bold, 22-point, ALL CAPS

**Menu Item**
Style Sheet: CG Menu Item
Arial Bold, 40-point, ALL CAPS

**Item Description**
Style Sheet: CG Description
Arial, 22-point, Sentence case

---

**HOUSEMADE**
**TOMATO BISQUE SOUP**
**VEGETARIAN**
- Tomato sauce, diced tomatoes, water, unsalted butter, flour, pesto sauce, onions, celery, garlic, carrots, vegetable base, dried basil, and cloves.
  - **ALLERGENS:** MILK, WHEAT, SOY

**HOUSEMADE**
**THAI CHICKEN LEMONGRASS SOUP**
**MADE WITHOUT GLUTEN**
- Coconut milk, mushrooms, chicken strips, chicken breast with rib meat, green onions, carrots, lime juice, and fish sauce.
  - **ALLERGENS:** FISH, SHELLFISH, SOY

---

**Dietary Notice**
Style Sheet: CG Dietary Notice
Arial, 18-point, ALL CAPS

**Allergens**
Style Sheet: CG Allergens
Arial, 14-point, ALL CAPS

**Price**
Style Sheet: CG Price
Arial, 37-point, lowercase

---

**TODAY’S SPECIAL**

**REESE’S® PEANUT BUTTER CUP MILKSHAKE**
Try our famous Reese’s® Peanut Butter Cup Milkshake. A delicious combo of your favorite candy bar, white chocolate, and locally made Nancy’s® ice cream.
  - **ALLERGENS:** MILK, PEANUTS

3 points or $4.25
Dux Bistro 8.5x11 Templates

Menu Header
Style Sheet: DUX Specials
Arial Bold, 45-point, Title Case

Local Call-Out
Style Sheet: DUX Local Call-Out
Arial Bold, 25-point, ALL CAPS

Dietary Notice
Style Sheet: DUX Dietary Notice
Arial, 20-point, ALL CAPS

Description
Style Sheet: DUX Description
Arial, 16-point, Sentence case

Daily Specials
5 points or $7.50

- HOUSEMADE REUBEN SANDWICH
  Allergens: Contains milk, eggs, soy, and wheat

OR

- HOUSEMADE VEGGIE BURGER
  VEGETARIAN
  Comes with all fixings, a side, and a beverage
  Allergens: Contains milk, eggs, soy, and wheat

Price
Style Sheet: DUX Price
Arial Bold, 30-point, lowercase

Menu Item
Style Sheet: DUX Menu Item
Arial Bold, 36-point, ALL CAPS

OR
Style Sheet: DUX Or
Arial Bold, 25-point, ALL CAPS

Allergens
Style Sheet: DUX Allegens
Arial, 16-point, Sentence case

Dux Bistro 3.5x2 Templates

2 points or $2.25

ALMON POPPY SEED MUFFIN

Vegetarian
Contains milk, eggs, tree nuts, soy, and wheat

Price
Style Sheet: DUX Price
Arial Bold, 14-point, lowercase

Item
Style Sheet: DUX Item
Arial Bold, 15-point, ALL CAPS

Dietary Notice
Style Sheet: DUX Dietary Notice
Arial, 10-point, Sentence case

Local Call-Out
Style Sheet: DUX Local Call-Out
Arial, 12-point, ALL CAPS

1 point or $1.00

HOUSEMADE BROWNIE

- Vegan
Contains wheat
Dining Templates

### HOUSEMADE TOMATO BISQUE SOUP

4 points or $5.95

**VEGETARIAN**

Ingredients: Made with tomato sauce, tomatoes, butter, flour, pesto sauce, onion, celery, garlic, carrots, and vegetable base

Allergens: Contains milk, soy, and wheat

**Dietary Notice**

Style Sheet: DUX Dietary Notice
Arial, 15-point, ALL CAPS

**Ingredients**

Style Sheet: DUX Ingredients
Arial, 14-point, Sentence case

**Allergens**

Style Sheet: DUX Allergens
Arial, 14-point, Sentence case

---

**Price**

Style Sheet: DUX Price
Arial Bold, 11-point, lowercase

**Item**

Style Sheet: DUX Item Name
Arial Bold, 12-point, ALL CAPS

**Local Call-Out**

Style Sheet: DUX Local Call-Out
Arial, 9-point, ALL CAPS

---

**DRESSINGS**

- Teriyaki Chicken
- Italian Chicken
- Teriyaki Tofu
- Italian Tofu

Contains soy

---

**Menu/Item Header**

Style Sheet: DUX Menu/Item Header
Arial Bold, 28-point, ALL CAPS

**Menu Item List**

Style Sheet: DUX Menu Item List
Arial Bold, 20-point, Title Case

---

**DUX BISTRO 5×7 TEMPLATES**

**Local Location**

Style Sheet: DUX Local Location
Arial Bold, 19-point, ALL CAPS

**Menu/Item Header**

Style Sheet: DUX Menu/Item Header
Arial Bold, 28-point, ALL CAPS

**Menu Item List**

Style Sheet: DUX Menu Item List
Arial Bold, 20-point, Title Case

---

**DUX BISTRO 3.25×1.25 TEMPLATES**

**Vendor**

Style Sheet: DUX Vendor
Arial, 10-point, Title Case

**Price**

Style Sheet: DUX Price
Arial Bold, 11-point, lowercase

**Item**

Style Sheet: DUX Item Name
Arial Bold, 12-point, ALL CAPS

**Local Call-Out**

Style Sheet: DUX Local Call-Out
Arial, 9-point, ALL CAPS

---

**DUX BISTRO 3.25×1.25 TEMPLATES**

**Vendor**

Style Sheet: DUX Vendor
Arial, 10-point, Title Case

**Price**

Style Sheet: DUX Price
Arial Bold, 11-point, lowercase

**Item**

Style Sheet: DUX Item Name
Arial Bold, 12-point, ALL CAPS

**Local Call-Out**

Style Sheet: DUX Local Call-Out
Arial, 9-point, ALL CAPS
Today's special

FIRE 'N' SPICE GRILL

5 points or $7.50

HOUSEMADE GENERAL TSAO

CHOOSE CHICKEN OR TOFU
Served over sautéed vegetables and rice with General Tsao sauce. Includes fountain beverage.

Allergens: may contain soy

All proteins are cooked on the same surface unless specially requested.

Today's special

FIRE 'N' SPICE GRILL

3 points or $5.95

RAMEN

CHOOSE CHICKEN AND PORK BROTH OR MISO BROTH

Allergens: may contain pork or soy

All proteins are cooked on the same surface unless specially requested.
FIRE 'N' SPICE 5×7 TEMPLATES

**Menu Header**
Style Sheet: FNS Menu Header
Arial Bold, 32-point, ALL CAPS

**Item Name**
Style Sheet: FNS Item Name
Arial Bold, 22-point, ALL CAPS

**SAUCES**
- **PAD THAI**
  Contains peanuts
- **SWEET AND SOUR**
  Contains soy and wheat
- **TERIYAKI**
  Contains soy and wheat
- **TONKATSU**
  Ask us about our additional flavors.

**PROTEINS**
- **KOREAN CHILI BEEF**
- **HOISIN GINGER CHICKEN**
- **HOUSE TOFU**
  Contains soy
- **LEMONGRASS SHRIMP**
  Contains shellfish

All proteins are cooked on the same surface unless specially requested.

**Allergens**
Style Sheet: FNS Allergens
Arial, 14-point, Sentence case

**Special Instructions**
Style Sheet: FNS Special Instructions
Arial, 12-point, Sentence case

FIRE 'N' SPICE 3×1.5 TEMPLATES

**Item Name**
Style Sheet: FNS Item Name
Arial Bold, 17-point, ALL CAPS

**Local Call-Out**
Style Sheet: FNS Local Call-Out
Arial, 12-point, ALL CAPS

**Local Location**
Style Sheet: FNS Local Location
Arial, 10-point, Sentence case

- **SHREDDED CARROTS**
  SWEET LEAF FARMS
  Junction City, OR

- **BLACK OLIVES**
**Seasomal RaVioli**

- Housemade
- Three-Cheese Ravioli with grilled portobello mushrooms and mozzarella cheese
- Vegetarian
- 5 points or $6.95
- Allergens: Wheat, Dairy, Tree Nuts, Fish, Shellfish

**IngreDienTs**
- Water, firm tofu, white miso, seaweed, green onion, wakami, mushroom powder

**Dietary Notice**
- Soy, fish, shellfish

**IngreDienTSDietary Notice**
- VEGAN, MADE WITHOUT GLUTEN
- WATER, FIRM TOFU, WHITE MISO, SEAWEED, GREEN ONION, WAKAMI, MUSHROOM POWDER
- ALLERGENS: SOY, FISH, SHELLFISH

**Allergens**
- Wheat, Dairy, Tree Nuts, Fish, Shellfish

**Vegetarian**

- 5 points or $6.95

**IngreDienTs**
- Housemade
- Lemon Poppy Seed Cake with buttercream and raspberry mousse
- Vegetarian
- Allergens: Wheat, Dairy, Soy, Tree Nuts

**Dietary Notice**
- Gunkel Orchards Goldendale, WA

**IngreDienTSDietary Notice**
- 1 point or $1.00
- MARYHILL FRUIT PREMIUM PEACH

**IngreDienTSDietary Notice**
- VEGAN, MADE WITHOUT GLUTEN
- GRAINS, DAIRY, EGG, PEANUTS, TREE NUTS

**Allergens**
- Wheat, Dairy, Tree Nuts, Fish, Shellfish

**Vegetarian**

- 5 points or $6.95

**IngreDienTs**
- Housemade
- Lemon Poppy Seed Cake with buttercream and raspberry mousse
- Vegetarian
- Allergens: Wheat, Dairy, Soy, Tree Nuts

**Dietary Notice**
- Gunkel Orchards Goldendale, WA

**IngreDienTSDietary Notice**
- 1 point or $1.00
- MARYHILL FRUIT PREMIUM PEACH

**IngreDienTSDietary Notice**
- VEGAN, MADE WITHOUT GLUTEN
- GRAINS, DAIRY, EGG, PEANUTS, TREE NUTS

**Allergens**
- Wheat, Dairy, Tree Nuts, Fish, Shellfish

**Vegetarian**

- 5 points or $6.95
**CEREAL BAR**
includes ½ pint of milk

1 point or $1.75

Milk in the case to the right

---

**COOKED-TO-ORDER**
**VEGETARIAN MEATBALLS**
mushrooms, onion, whole-grain bread, asiago cheese, fresh thyme, fresh parsley, garlic, black pepper, paprika, fennel seed

---

**FRUIT SALAD**

---

**Dietary Notice**
Style Sheet: Fresh Dietary Notice
Arial, 10-point, ALL CAPS
## Dining Templates

### Sandwich Menu
- **Custom 6" sub**
  - 4 points or $5.95
  - Allergens
- **Custom 12" sub**
  - 6 points or $6.95
  - Allergens
- **Peanut Butter & Jelly**
  - 2 points or $2.25
  - Contains peanuts and wheat
- **Toasted Salad**
  - 4 points or $4.95
  - Contains milk

### Proteins
- **Turkey**
- **Ham**
- **Roast Beef**
- **Salami**
- **Tofurkey**
- **Tuna Salad**
- **Chicken Salad**
- **Egg Salad**
- **Tofu Paté**

### Allergens
- **Style Sheet:** GNG Allergens
  - **Arial, 10-point, Sentence case**

### Item
- **Style Sheet:** GNG Item Name
  - **Arial Bold, 16-point, ALL CAPS**

### Item Variety
- **Style Sheet:** GNG Item Variety
  - **Arial, 11-point, ALL CAPS**

### Price
- **Style Sheet:** GNG Price
  - **Arial Bold, 14-point, lowercase**

### GRAB 'N' GO 5×7 TEMPLATES
- **Item**
  - **Style Sheet:** GNG Item Name
    - **Arial Bold, 12-point, ALL CAPS**
- **Price**
  - **Style Sheet:** GNG Price
    - **Arial Bold, 12-point, lowercase**
- **Allergens**
  - **Style Sheet:** GNG Allergens
    - **Arial, 10-point, Sentence case**

### GRAB 'N' GO 2.75×1.25 TEMPLATES
- **Item**
  - **Style Sheet:** GNG Item Name
    - **Arial Bold, 12-point, ALL CAPS**
- **Price**
  - **Style Sheet:** GNG Price
    - **Arial Bold, 12-point, lowercase**
- **Item Variety**
  - **Style Sheet:** GNG Item Variety
    - **Arial, 11-point, ALL CAPS**
- **Deluxe Dried Fruit**
  - 4 points or $4.00
- **Oscar Meyer Cracker Combo**
  - 4 points or $3.60
### GRAB 'N' GO 4×3 TEMPLATES

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Item Description</th>
<th>Allergens</th>
</tr>
</thead>
<tbody>
<tr>
<td>Captain Crunch Berries</td>
<td>1 point or $1.75</td>
<td>Includes half pint of milk</td>
<td>Allergens: contains wheat</td>
</tr>
<tr>
<td>RAISIN BRAN</td>
<td>1 point or $1.75</td>
<td>Includes half pint of milk</td>
<td>Allergens: contains wheat</td>
</tr>
</tbody>
</table>

### GRAB 'N' GO 2.75×1 TEMPLATES

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Item Variety</th>
</tr>
</thead>
<tbody>
<tr>
<td>HALF PINT OF MILK</td>
<td>1 point or $0.75</td>
<td></td>
</tr>
<tr>
<td>BUDDIG LUNCH MEAT</td>
<td>1 point or $1.75</td>
<td></td>
</tr>
</tbody>
</table>

Price

- **Style Sheet:** GNG Price
- **Arial Bold, 15-point, lowercase**

Item

- **Style Sheet:** GNG Item Name
- **Arial Bold, 18-point, ALL CAPS**

Item Description

- **Style Sheet:** GNG Item Description
- **Arial, 14-point, Sentence case**

Allergens

- **Style Sheet:** GNG Allergens
- **Arial, 11-point, Sentence case**
ALL-YOU-CARE-TO-EAT
When referring to Barnhart’s or Carson’s all-you-care-to-eat dining times, the proper terminology is all-you-care-to-eat not all-you-can-eat and should be hyphenated.

- Check out Carson Dining’s all-you-care-to-eat lunch from 11:00 a.m. to 2:00 p.m.
  NOT
- Check out Carson Dining’s all-you-can-eat lunch from 11:00 a.m. to 2:00 p.m.
  NOR
- Check out Carson Dining’s all you care to eat lunch from 11:00 a.m. to 2:00 p.m.

ALLERGEN LISTINGS FOR SIGNAGE
- dairy
- eggs
- fish
- milk
- nuts
- peanuts
- pork
- shellfish
- soy
- tree nuts
- wheat

AND VS & (AMPERSand)
Always spell out and. If there isn’t enough space to spell out and in a title, it is acceptable to use an ampersand if every instance of and in the titles of the same document, sign, web page, etc, are also abbreviated &.

- Made with your choice of sauce, cheese, and up to two toppings.

BUT IF IT’S A TITLE AND SPACE IS LIMITED

- Pizza & Calzones
  Avoid placing & at the beginning of a line of text—an & at the beginning of a line makes it seem too important.
  NOT
- Butternut Squash & Sage Ravioli

COMMONLY MISSPELLED FOODS AND COOKING TERMS
- aioli
- a la carte
- al dente
- antipasto
- au gratin
- avocado
- baguette
- bahn mi
- barbeque (not BBQ or bbq) (no hyphens)
- bibimbap (no space, one word)
- beurre noisette
- bisque
- black-eyed peas
- bleu cheese
- bok choy
- bolognese
- brie
- bulgogi
- buttercream
Grammar and Style

- capicola
- caprese
- caramelized
- cassoulet
- Chantilly (capitalized)
- charcuterie
- char siu bao
- chiffonade
- consommé
- coq au vin
- coulis
- cotija
- coulis
- crème fraîche
- crêpe
- croquettes
- croissant
- crostini
- crudité
- croûte
- croûtons
- decaffeinated (no hyphen)
- doughnut (accepted international spelling)
- du jour
- Dungeness (capitalized)
- espuma
- en croute
- entrée
- Finocchiona (capitalized)
- filet
- flambé
- fricassé
- frico
- frittata
- fusilli
- Gastro Kitchen
- General Tso (capitalized)
- gremolata
- homestyle (one word)
- Hoppin’ John (capitalized)
- hors d’oeuvre
- japchae
- jicama
- julienne
- jus
- kalua
- kielbasa
- latte
- lemongrass (one word)
- mac ‘n’ cheese
- mápó dòufu
- mascarpone
- massaman
- mayonnaise
- meringue
- mesclun
- mousse
- mozzarella
- naan
- noisette
Grammar and Style

- pancetta
- pâté
- phyllo
- pilaf
- pineapple upside-down cake
- pomegranate
- portobello
- prosciutto
- purée
- quinoa
- sauerkraut
- sauté
- sautéed
- shiitake
- snickerdoodle
- sopressata
- sourdough
- spanakopita
- strudel
- sundried (one word)
- Szechuan sauce
- tamarind
- tandoori
- tapenade
- terrine
- truffle
- tuile
- tzatziki
- whipped cream

COMPOUND MODIFIERS
See “Phrasal Adjectives”

DIETARY NOTICES
- contains pork
- made without dairy
- made without gluten
- may contain nuts
- organic
- vegan
- vegetarian

DINING VENUES
When referring to any of the University Housing dining venues, use the full name of the venue and be sure to use capitalization (all caps for DUX and BIG), apostrophes (apostrophes should appear on both sides of n), accent marks (use an accent in café), and punctuation (there is no exclamation point after Fresh in Fresh Marketcafé) properly.
The proper names are as follows:
- Barnhart Dining
- BIG Mouth Burrito
- Carson Dining
- Common Grounds Café
- DUX Bistro
- Fire ‘n’ Spice Grill
- Fresh Marketcafé
- Grab ‘n’ Go Marketplace
- Puddles Café

DUCKS DINE ON
Ducks Dine On is the meal plan for UO employees and off-campus students. Because Ducks Dine On is a term unique to University Housing, treat it as a proper noun and always capitalize it.
- Ducks Dine On
Grammar and Style

**FOOD SERVICES STANDARDS**

**NOT**
- Ducks dine on

**NOR**
- Ducks Dine on

To maintain clarity, always use the full name for Ducks Dine On—never abbreviate it to *Ducks Dine, Dine On*, or *DDO*.

- The Ducks Dine On meal plan is recognized at nine dining venues.

**NOT**
- Ducks Dine is recognized at nine dining venues.

**NOR**
- Purchase the DDO meal plan today.

**GLUTEN-FREE VS. GLUTEN FREE**
See “Made without Gluten”

**HOUSEMADE VS. HOMEMADE**
When identifying an item as made on the premises or at Central Kitchen, use *housemade* as a single word with no hyphens.

- Housemade Corn Chowder

**NOT**
- House-made Corn Chowder

**NOR**
- House Made Corn Chowder

Never use *homemade*. If an item is made in the style of a homemade item, it may be described as *homestyle*, but not *homemade*.

Also, never use scratch-made or made from scratch. This terminology is American slang and can be challenging to translate.

**HYphenated WORDS**
See “Phrasal Adjectives”

**LOCAL FOOD PROVIDERS**
Dining Services commonly mentions local food providers on signage and menus. Below is a list of proper names for each provider with appropriate registered and trademarked notations. In some cases a brand is actually part of a parent company. For example, *Genesis Organic Juice* is a child brand of *Toby’s Family Foods*.

- Allann Bros™ Coffee
  Oregon

- Anderson Ranches LLC
  Brownsville, OR

- Auburn Dairy Products, Inc.
  Auburn, WA
  - Yami Yogurt®
  - Zoi Greek Yogurt™

- Betty Lou’s, Inc.
  McMinnville, OR

- Bob’s Donuts & Deli
  Eugene, OR

- The Bread Stop Bakery
  Eugene, OR

- BumbleBar, Inc.
  Spokane Valley, WA

- Carlton Farms
  Carlton, OR

- Choice Organic Teas®
  Seattle, WA

- Cinco Estrellas Farm
  Junction City, OR

- Circle h Organic Farm
  Dexter, OR

- Cosmos Creations
  Junction City, OR

- The Daily Bagel
  Eugene, OR
Dave’s Killer Bread
Milwaukie, OR

De Casa Fine Foods
Eugene, OR
  • Carmens Tortillas
  • De Casa Salsa
  • De Casa Bean Dip
  • Soringhart Hummus

Deck Family Farm
Junction City, OR

Detering Orchards
Harrisburg, OR

Draper Valley Farms
Mt Vernon, WA

Ferns Edge Dairy
Lowell, OR

Franz Family Bakery
Springfield, OR

Groundwork Organics
Eugene, OR

Gunkel Orchards
Goldendale, WA
  • Maryhill Brand Premium Fruit

Hey Bayles! Farm
Lorane, OR

Hilltop Produce Farms LLC
Troutdale, OR

Hoskins Berry Farm
Philomath, OR

Hummingbird Wholesale
Eugene, OR

Hunton’s Farm
Junction City, OR

Johnson Food Inc.
Sunnyside, WA

Johnson Vegetable Farm
Eugene, OR

Kore Kombucha Inc.
Eugene, OR

Lively Organic Farm
Eugene, OR

Mohawk Valley Meats
Springfield, OR

Mt. Angel Meat Co.
Mt. Angel, OR

Mycological Natural Products
Eugene, OR

Nature’s Path Foods, Inc.
Blaine, WA

The No-Bake Cookie Co.
Bend, OR

Orchard View Farms, Inc.
The Dalles, OR

Oregon Chai Inc.

Pacific Foods of Oregon
Tualatin, OR

Painted Hills Natural Beef
Fossil, OR

Rain Shadow El Rancho
Scio, OR

Red Wagon Creamery
Eugene, OR

Rogue Creamery®
Central Point, OR
  • Oregonzola®

Shepherd’s Grain
Portland, OR

Springfield Creamery
Eugene, OR
  • Nancy’s®

Straw Propeller Gourmet Foods
Redmond, OR
Grammar and Style

- Surata Soyfoods
  Eugene, OR
- Sweet Home Farm
  Eugene, OR
- Sweet Leaf Organic Farm
  Junction City, OR
- Tazo® Tea
  Kent, WA
- Thistledown Farm
  Junction City, OR
- Tillamook County Creamery Association
  Tillamook, OR
  - Tillamook®
- Toby’s Family Foods
  Springfield, OR
  - Genesis Organic Juice
  - Toby’s Tofu Paté
  - Toby’s Dressings
- Turtle Mountain LLC
  Springfield, OR
  - So Delicious®
- 2 Towns Ciderhouse®
  Corvallis, OR
- Umpqua Dairy
  Roseburg, OR
- University of Oregon Central Kitchen
  Eugene, OR
  - Cosmic Sushi
  - Nosh
  - Willamette Fresh
- Werner Gourmet Meat Snacks, Inc.
  Tillamook, OR
- Winter Green Farm
  Noti, OR
- Wild Friends Foods
  Portland, OR
- Willamette Egg Farms, LLC
  Canby, OR
- Willy’s Hard Cooked & Peeled Eggs
- Wilt Farms
  Corvallis, OR
- Winter Green Farm
  Noti, OR
- WOW Baking Company
  Kent, WA
- Yamhill County Mushrooms Inc.
  Yamhill, OR

MADE-TO-ORDER
When possible use made-to-order instead of prepared-to-order or tossed-to-order.

MADE WITHOUT GLUTEN
Because we make items that contain gluten in our venues, we can’t claim with 100% certainty that housemade items are 100% gluten free. Use made without gluten to indicate that no gluten was intentionally included in the recipe.

- Pizzas made without gluten are available upon request.
  NOT
  - Gluten-free pizzas are available

POINTS
Always spell out points and use lowercase for all letters. If—and only if—there isn’t enough space to spell out points, it is acceptable to use pts (all lowercase) if every instance of points on the same document, sign, web page, etc. is also abbreviated pts.

- 3 points or $2.95
  BUT
  - Full Barbeque Chicken Pizza . . . 12 pts or $14.00
  NOT
  - 3 POINTS or $2.95
**PHRASAL ADJECTIVES**

A phrasal adjective (also called a compound modifier) is a phrase that functions as a unit to modify a noun. Generally, if a phrasal adjective is placed before a noun, you should hyphenate the phrase to avoid misdirecting the reader. If the same phrase appears after the noun it should not be hyphenated.

- Fresh Marketcafé has made-to-order sushi.
- Some Fresh Marketcafé sushi is made to order.

There may be a considerable difference between the hyphenated and the unhyphenated forms. For example, compare small animal hospital (which is a small hospital for animals) with small-animal hospital (which is a hospital for small animals).

- Fresh-fried Tortilla Chips (means the tortillas were freshly fried—still hot or fried that day)
- Fresh Fried Tortilla Chips (means the tortilla was just made before it was fried)

When using title case (first letter of every word capitalized) with phrasal adjectives. Capitalize each element.

- Beer-Battered Cod
- Locally grown produce

If one of the words describing the noun is an “-ly” adverb, a hyphen should not be used.

- Locally-grown produce

### COMMON PHRASAL ADJECTIVES

- all-you-care-to-eat
- apricot-glazed
- beer-battered
- bite-size
- chocolate-covered
- country-style
- deep-fried
- fire-roasted
- fresh-fried
- fresh-made
- hard-boiled
- hazelnut-crusted
- hearth-oven
- house-roasted
- house-smoked
- made-to-order
- pan-seared
- steel-cut
- three-cheese
- whole-wheat

### PRICES PER PERSON

Always spell out *per* when writing the price per person. Do not use a “/” to represent *per*.

- $11.95 per person

### PRICES WITH POINTS

Always list the price of each items as points first and cash price second separated by *or*. Do not use a “/” to separate the points price from the cash price.

- 4 points or $5.95
PROTEIN VERSUS MEAT
When offering different protein options to customers, always use *protein* not *meat*. *Protein* can include tofu, tempeh, beans, nuts, etc. but *meat* only refers to meat that comes from animals. This distinction is important as we acknowledge vegetarian and vegan dietary choices. If meat is the only option, it is preferable to indicate what kind of meat (chicken, pork, beef, fish, shrimp, crab, lamb, etc.) over using the word *meat*.

- Choose your protein
  
  OR

- Which protein would you like?

NOT

- Which meat would you like?

NOR

- Ramen with meat broth (This can leave a customer questioning the broth. Is it several meats used in the broth? Does it have pork in it?)

REGISTERED TRADEMARK SYMBOL
The registered trademark symbol, designated by ® (the circled capital letter “R”), is a symbol used to provide notice that the preceding mark or word is registered with a national trademark office. When referencing a trademarked brand, it is important to include the ® with the name.

- Gardenburger®
- Heath®
- M&M’s®
- Oreo®
- Reese’s®
- Tabasco®

SCRATCH-MADE
See “Housemade”
SPECIAL NOTE: The University of Oregon Office of Marketing and Brand Management has approved the use of the Oregon O with the University Catering wordmark. The wordmark may appear to the right of the O, or below the O as shown on this page. This logo cannot incorporate the line or rule between the O mark and the University Catering wordmark. Care should be taken to maintain the proportional dimensions of the O University Catering logo.

To ensure consistency, it is critical for every user of the O University Catering logo, regardless of personal preference, to use it in accordance with the guidelines outlined in the UO Logos & Graphics Commercial Use Guidelines, published by the University of Oregon Office of Marketing and Brand Management.

To get a copy of the electronic logo file of the O University Catering logo, contact the University Housing marketing and communication office.

COLORS
The O University Catering logo should incorporate two colors into its design when possible. The University of Oregon utilizes the Pantone Matching System (PMS) for creation of both green and gray. When two-color printing is not an option, the logo may appear as one-color in one of the following colors: University of Oregon green, University of Oregon yellow, black, or white.

The colors shown throughout this guide have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE® Color Standards. Consult current PANTONE® publications for accurate color. PANTONE® is the property of Pantone, Inc.
CLEAR SPACE REQUIREMENTS

The O University Catering logo is to be used in all University Catering communication materials. Clear space requirements must be observed.

\[ x = \text{width of the thickest part of the “O” logo} \]

MINIMUM SIZE REQUIREMENTS

The “O” should never appear smaller than \( \frac{1}{4} \)" high.

There may be some cases that require special sizes or clear space allowances. Examples of these nonstandard applications include, but are not limited to, pencils, CD spines, or very small ads.

For questions about nonstandard uses of the O University Catering logo, contact the University Housing marketing and communication office.


CATERING 8.5×11 TEMPLATES

Formal Item Descriptions
Style Sheet: Catering Formal item descriptions
Akzidenz-Grotesk BQ light, 12-point, Sentence case

Formal Menu Items
Style Sheet: Catering Formal menu items
Akzidenz-Grotesk BQ light, 19-point, ALL CAPS

Formal Event Name
Style Sheet: Catering Formal event name
Akzidenz-Grotesk BQ light, 20-point, Title Case

Fun Item Descriptions
Style Sheet: Catering Fun item descriptions
Akzidenz-Grotesk BQ light, 12-point, Sentence case

Fun Menu Items
Style Sheet: Catering Fun menu items
Akzidenz-Grotesk BQ light, 19-point, ALL CAPS

Fun Event Name
Style Sheet: Catering Fun event name
Akzidenz-Grotesk BQ light, 20-point, Title Case
University Catering Templates

**Generic Event Name**
- Style Sheet: Catering Generic event name
- Akzidenz-Grotesk BQ light, 20-point, Title Case

**Generic Menu Items**
- Style Sheet: Catering Generic menu items
- Akzidenz-Grotesk BQ light, 19-point, ALL CAPS

**Generic Item Descriptions**
- Style Sheet: Catering Generic item description
- Akzidenz-Grotesk BQ light, 12-point, Sentence case
Grammar and Style Guide
University Housing Terms

ACADEMIC RESIDENTIAL PROGRAM
An Academic Residential Community is a curriculumbased program that provides residents with a community of intellectual and personal support that encourages both academic and individual growth. It is a proper name and should always be capitalized.

- To take full advantage of living on campus, join an Academic Residential Community.

Academic Residential Communities include:
- Building Business Leaders
- Carnegie Global Oregon
- Chinese Flagship Program
- College Scholars
- College of Business Residential Community
- Community for Ecological Leaders (CEL)
- Community for Musical Scholars
- Diversity Excellence Scholars
- Living in French
- Living in German
- Living in Japanese
- Living in Spanish
- LGBTQ Cohort
- Robert D. Clark Honors College
- Service-Learning Cohort
- Sophomore Experience

AD STAFF
Ad staff is the group of unit directors who report to the director of University Housing. This team is also called University Housing Leadership.

AREA DESK
Area Desk is an outdated term for Housing Service Center. Change all instances of Area Desk to Housing Service Center. See “Housing Service Center.”

AREA OFFICE
See “Spencer View East Campus Area Office”

BARNHART LEARNING COMMONS
The Barnhart Learning Commons is a proper name and as such, Learning Commons should always be capitalized.

CATERING AND CONFERENCE SERVICES
Catering and Conference Services is the proper name of this University Housing unit and should be capitalized. However, it is OK to split the name of the unit if the other half of the unit is not being referenced. As such, the following may be used:

- University Catering
- Conference Services

CHECK-IN VERSUS CHECK IN
Check-in (hyphenated) is a noun and check in (two words) is a verb. A good way to decide which should be used is to temporarily substitute arrival (noun) and arrive (verb). If the word arrival works then use check-in; if the word arrive works then use check in.

- Early check-in begins on Monday.

BUT

- International students may check in early.

CHECKOUT VERSUS CHECK OUT
Checkout (one word) is a noun and check out (two words) is a verb. A good way to decide which should be used is to temporarily substitute departure (noun) and leave, accept, or examine (verbs). If the word departure works then use checkout; if leave, accept, or examine work then use check out.

- The Housing Service Center handles checkouts

BUT

- Remember to change your address when you check out.
University Housing Terms

COMMUNITY CONVERSATIONS
Both the terms Community Conversations and Brain Pleasers are outdated terms. Community Conversations are a series of topical Brain Pleasers events. It is the proper name of the series and should always be capitalized.

The next Community Conversations topic is University Underground.

COMMUNITY PLUS
Community PLUS is the term used to describe small communities in a hall that have an additional non-academic element. Because Community PLUS is a term unique to University Housing, treat it as a proper noun—always capitalize it and use all caps for PLUS.

Always use title case for the names of individual communities, such as:

- Collegiate Hall
- Gender-Inclusive Hall
- Quiet Hall
- Wellness and Substance-Free Hall (always hyphenate Substance-Free)

COMPLEX
Complex is an outdated term for Hall. Change all instances of Complex to Hall.

COMPLEX GOVERNMENT

CONFERENCE SERVICES
See “Catering and Conference Services.”

THE DASH
The Dash is an online hub for students. Students can use it to check their meal plan point balance, fill out forms, and find community events. The Dash (including The) is the proper name and should always be capitalized.

Visit The Dash to see your meal point balance.

NOT

Visit the Dash to see your meal point balance.

NOR

Visit TheDASH to see your meal point balance.

DEPARTMENT, UNITS, AND AREAS
University Housing is a department within the Division of Student Life.

A unit is any subgroup of University Housing that is represented by a director.

- Business Affairs
- Facilities Services
- Food Services
- Marketing and Communications
- Residence Life

Some units have additional areas.

BUSINESS AFFAIRS
- Human Resources and Payroll
- Purchasing and Accounting
- IT and ResNet Services

FACILITIES SERVICES
- Capital Projects
- Custodial
- Grounds
University Housing Terms

- Maintenance
- Food Services
  - Catering and Conference Services
  - Dining Services
- Residence Life
  - Resident Systems and Services
  - Family Housing and University Apartments
  - Residence Halls
- Dining Services
  "Dining Services" is the proper name of this University Housing unit and should be capitalized. When referring to "dining" without "services," do not capitalize.
  - Dining Services offers eight venues.
    - BUT
  - There are eight dining venues.
- Dorm or Dormitory
  When referring to the residence halls, do not use the word "dorm" or "dormitory." The terms "residence hall" and "dorm" are often used interchangeably; however, there is a difference between the two. An important objective of residence halls at the University of Oregon is to provide not just a place to sleep, but also opportunities for personal and educational growth.
- DuckPad
  "DuckPad" is an outdated term for "The Dash." Change all instances of DuckPad to The Dash.
  See “The Dash.”
- Duty Phone
  A duty phone is a generic term for a phone used by the person who is on duty. It is not a proper noun and should not be capitalized.
  - Call the duty phone for assistance.
- Dux Express Catering
  As with "Dux Bistro," use all caps for "Dux" in "Dux Express Catering."
  - Dux Express Catering provides affordable options for student groups.
- Expanded Housing
  "Expanded Housing" is the term used to describe temporary housing during times when occupancy exceeds total bed count. Because "Expanded Housing" is a term unique to University Housing, treat it as a proper noun and always capitalize it.
- Facilities Services
  See “University Housing Facilities Services.”
- Family Housing and University Apartments
  On first reference, capitalize and use the full name "Family Housing and University Apartments." For subsequent references, the shortened form—"Family Housing" or "Apartments and Houses"—may be used.
  - In order to live in Family Housing and University Apartments, you must meet the Family Housing eligibility requirements.
- Family Housing Apartments and Houses
  The first reference for any of the Family Housing apartments or houses should include the complete name and be capitalized. For subsequent references, an abbreviated name may be used if it is listed below.
  - Agate Apartments
  - East Campus Graduate Village [first reference]
    - BUT
  - Graduate Village [subsequent references]
  - Moon Court Apartments [first reference]
    - BUT
  - Moon Court [subsequent references]
  - Spencer View Apartments [first reference]
University Housing Terms

BUT

- Spencer View [subsequent references]
- East Campus houses (do not capitalize *houses*)

FAMILY HOUSING BOARD

The Family Housing Board provides a vehicle for deliberate, systematic discussion, review, and dialogue in matters relating to students living in Family Housing and University Apartments. It is a proper noun and should always be capitalized.

GENDER INCLUSIVE

NOT

- Gender Equity

NOR

- Gender Neutral

GLOBAL SCHOLARS HALL GREAT ROOM

The Global Scholars Hall Great Room is a proper name and as such, *Great Room* should be capitalized.

- The event will take place in the Global Scholars Hall Great Room.

GLOBAL SCHOLARS HALL LIBRARY COMMONS

The Global Scholars Hall Library Commons is a proper name and as such, *Library Commons* should be capitalized.

- Study rooms are available for students to use in the Library Commons.

HALL GOVERNMENT

Always capitalize *Hall Government*.

- Discover leadership opportunities through Hall Government.

HAMILTON COMMONS

Hamilton commons is not the proper name of a location and as such, *commons* should not be capitalized.

- BIG Mouth Burrito is in Hamilton commons.

HOUSING

See “University Housing.”

HOUSING OFFICE

See “University Housing office.”

HOUSING SERVICE CENTER

Because *Housing Service Center* is a term unique to University Housing, treat it as a proper noun and always capitalize it.

- Pick up your room key at the Housing Service Center.

Housing Service Center locations should be listed after “Housing Service Center” with “at [building name].”

- Housing Service Center at Hamilton.

NOR

- Hamilton Housing Service Center

NOR

- Hamilton Service Center

To maintain clarity, Housing Service Center should never be abbreviated to *Service Center* or *HSC* and should not be used to reference the Spencer View East Campus Area Office.

NOR

- Pick up your room key at the Service Center.

NOR

- Pick up your room key at the HSC.

NOR

- Pick up your room key at Hamilton HSC.

HUMPY LUMPY LAWN

The Humpy Lumpy Lawn is a specific location south of Hamilton and west of Bean. It should always be treated as a proper noun and capitalized.

- The Student Resource Fair is located on the Humpy Lumpy Lawn.
THE LANGUAGE PROGRAMS
The Global Scholars Hall features five programs. The official names of the programs are as follows:
- Chinese Flagship Program
- Live in French
- Live in German
- Live in Japanese
- Live in Spanish

LIVING-LEARNING CENTER PERFORMANCE HALL
The Living-Learning Center performance hall is not a proper name and as such, performance hall should not be capitalized.
- The meeting will take place in the Living-Learning Center performance hall.

LOBBY
Barnhart lobby, Carson lobby, the Living-Learning Center lobby, and the Global Scholars Hall lobby are not proper names and as such, lobby should not be capitalized.
- Meet in Carson lobby at 3:00 p.m.

MAIN HOUSING OFFICE
See “University Housing Office”

MARKETING AND COMMUNICATION OFFICE
The marketing and communication office is a generic term for a location in the University Housing office. It is not a proper noun and should not be capitalized.
- Contact the marketing and communication office for a University Housing logo.

MEAL PLANS
The proper names of meal plans are as follows:
- Meal Plan I
- Meal Plan II
- Meal Plan III
- Meal Plan IV
- Meal Plan V
- Meal Plan VI
PLUS always appears in all caps and should never include quotation marks around it.
- The PLUS option includes $50 in Campus Cash per term.

MOVE-IN VERSUS MOVE IN
Move-in (hyphenated) is a noun and move in (two words) is a verb. A good way to decide which should be used is to temporarily substitute arrival (noun) and arrive (verb). If the word arrival works then use move-in; if the word arrive works then use move in.
- Move-in day is Thursday.

BUT
- Pick up your room key at a check-in table before you move in.

MOVE-OUT VERSUS MOVE OUT
Move-out (hyphenated) is a noun and move out (two words) is a verb. A good way to decide which should be used is to temporarily substitute departure (noun) and leave (verb). If the word departure works then use move-out; if the word leave works then use move out.
- Donate unwanted items before move-out.

BUT
- Return all borrowed items to the Housing Service Center before you move out.

NATIONAL RESIDENCE HALL HONORARY
On first reference, capitalize and use the full name National Residence Hall Honorary. For subsequent references, the shortened form—NRHH—may be used if on the first reference (NRHH) was included.
- The National Residence Hall Honorary (NRHH) provides opportunities in leadership, academics, and community service. Returning residence hall residents can be inducted into NRHH.
PEER JUDICIAL BOARD
On first reference, capitalize and use the full name Peer Judicial Board. For subsequent references, the shortened form—PJB—may be used if on the first reference (PJB) was included.
› The Peer Judicial Board (PJB) is part of the student conduct system in the residence halls. Apply to join PJB.

QUACK PACKS
Always capitalize Quack Packs and include the S at the end of Packs.
› University Housing is pleased to offer Quack Packs.

RESIDENCE HALL
Residence hall is a generic term for a building containing living quarters and other opportunities for students personal and educational growth. It is not the proper name of any of the University Housing buildings or the University Housing unit (see “Residence Life”) and should not be capitalized.
› Life in the residence halls provides students with many opportunities.

RESIDENCE HALL ASSOCIATION
On first reference, capitalize and use the full name Residence Hall Association. For subsequent references, the shortened form—RHA—may be used if on the first reference (RHA) was included.
› The Residence Hall Association (RHA) is the student government in the residence halls. RHA acts as the voice of the residents.

RESIDENCE LIFE
Residence Life is the proper name of the University Housing unit that refers to the residence halls. Except in the case of a staff title (see “Staff Titles”), Residence Life should always be capitalized.
› Find a supervisor or other Residence Life professional staff member.
  ➤ assistant director of residence life

SPECIAL-INTEREST HALLS
Special-interest hall is an outdated term for Community PLUS. Change all instances of special-interest hall to Community PLUS. See “Community PLUS”

RESIDENT ASSISTANT
See “Student Staff Member” or “Staff Titles”

RESNET
The proper name for the unit that provides internet and computer services to residents is ResNet and should always appear as a single word with a capital R and capital N.
› Visit ResNet to purchase an Ethernet cable

SPENCER VIEW EAST CAMPUS AREA OFFICE
This is the proper name of the area office for Family Housing. Always capitalize and use the full name on first reference. In subsequent references, use SVEC Area Office.
› The Spencer View East Campus Area Office provides many services for Family Housing residents.
  AND
› Pick up packages at the SVEC Area Office.

STAFF TITLES
Capitalize the principal words in a title that appears before the name of a particular person. Don’t capitalize a title elsewhere.
› Director of University Housing Michael Griffel
  ➤ BUT
› Michael Griffel, director of University Housing
  ➤ OR
› the housing director
  ➤ OR
› the director of University Housing
Common University Housing staff titles (see above for capitalization rules):

- assistant director of residence life for administrative operations and technology
- assistant director of residence life for global citizenship
- assistant director of residence life for integrity and intention
- assistant director of residence life for intellectual connections
- assistant director of residence life for leadership and community
- assistant director of residence life for self-authorship
- assistant residence life coordinator, ARLC
- conference assistant, CA
- director of residence life and academic initiatives
- director of University Housing
- faculty fellow
- FIG academic assistant, FA
- housing service center assistant
- housing service center specialist
- language assistant, LA
- mentor resident assistant, MRA
- resident assistant, RA
- residence life coordinator, RLC
- senior resident assistant, SRA
- scholar in residence
- student staff

UNIVERSITY HOUSING OFFICE
Always use University Housing office—with office not capitalized—when referring to the office in Walton Hall. Never refer to it as Main Housing Office.

- Visit the University Housing office to learn more.

UNIVERSITY HOUSING
Whenever referring to University Housing use its full name and capitalize it. Use housing only in the generic sense when not referring to the department and never capitalize it.

- If you wish to live in University Housing submit an application through DuckWeb.

BUT
- We offer many housing options.

NOT
- Visit us in the Housing office.
Other University Terms

BUILDING NAMES
Use the full, official name on first use and the accepted shortened name on subsequent uses.

The following is a list of building names commonly used in University Housing communications. For a complete list of campus building names refer to the latest UO Telephone Directory.

- Agate Apartments
- Autzen Stadium
- Baker Downtown Center
- Barnhart Hall (not Complex or University Inn)
- Bean Hall (not Complex)
- Carson Hall (not Complex)
- Chapman Hall
- Cheryl Ramberg Ford and Allyn Ford Alumni Center [official name]
  - Ford Alumni Center [accepted name]
- Computing Center
- Earl Hall (not Complex)
- East Campus Graduate Village
- Erb Memorial Union
- Global Scholars Hall (not Complex)
- Hamilton Hall (not Complex)
- Hayward Field
- John E. Jaqua Academic Center for Student Athletes [official name]
  - Jaqua Academic Center [accepted name]
- Johnson Hall
- Knight Law Center
- Living-Learning Center (not Hall or Complex)
- Lokey Laboratories
- Moon Court Apartments
- McArthur Court
- Matthew Knight Arena (and Patrick Kilkenney Court) [official name]
  - Matt Court [accepted name]
  - Knight Arena [accepted name]
- Moss Street Children’s Center
- Museum of Natural and Cultural History
- Olum Child Development Center
- Oregon Hall
- PK Park
- Riley Hall (not Complex)
- Robert and Beverly Lewis Integrative Science Building [official name]
  - Lewis Integrative Science [accepted name]
- Schnitzer Museum of Art
- Spencer View Apartments
- Straub Hall
- Student Recreation Center
- University Health, Counseling, and Testing Center
- Walton Hall (not Complex)

DEPARTMENT NAMES
The following is a list of department names commonly used in University Housing communications. For a complete list of campus departments refer to the latest UO Telephone Directory.

- Academic Advising
- Accessible Education Center [formerly Disability Services]
- Business Affairs Office
- Campus Operations
- Campus Recycling Program
- Career Center
Other University Terms

- Cashier’s office [part of Business Affairs Office]
- Center for Multicultural Academic Excellence
- Crisis Center
- Division of Student Life (Student Life)
- The Duck Store
- Erb Memorial Union (The EMU)
- Facilities Services
- Financial Aid and Scholarships
- First-Year Programs
- Holden Leadership Center
- International Affairs
- Lesbian, Gay, Bisexual, Transgender Educational Support Services Program (LGBTESSP)
- Office of Admissions
- Office of Affirmative Action and Equal Opportunity
- Office of the Dean of Students
- Office of the Registrar
- Physical Education and Recreation (PE and Rec)
- Robert Donald Clark Honors College
- Robert D. Clark Honors College
- Clark Honors College
- Student Conduct and Community Standards [formerly Student Judicial Affairs]
- Telecommunications Services
- University of Oregon Alumni Association
- University of Oregon Police Department (UOPD)
- University Health Center
- University Counseling and Testing Center
- UO Card Office
- UO Libraries
- UO Ticket Office

DEPARTMENTAL PROGRAMS

The following is a list of programs commonly used in University Housing communications. The portion in brackets is for reference and should not be included as part of the name. For a complete list of programs refer to the latest UO Telephone Directory.

- University of Oregon Safe Ride [EMU]
- Bias Response Team [Office of the Dean of Students]
- Craft Center [EMU]
- Cultural Forum [EMU]
- Freshman Interest Group or FIG [First-Year Programs]
- Fraternity and Sorority Life [EMU]
- Multicultural Center [EMU]
- Nontraditional Student Programs [Office of the Dean of Students]
- UO Alert! [Emergency Management]
- Veteran Affairs Office

DUCKWEB

DuckWeb is the University of Oregon’s interactive information system for students, faculty, and staff. DuckWeb is one word and uses camel case, i.e., the D and W should be capitalized in all instances.

- DuckWeb
  - NOT
  - Duckweb
  - NOR
  - Duck Web

QUiKPAY®

QuikPAY® is a payment method offered through the Cashiers office. Proper use of QuikPAY® does not include a “c” and capitalizes the “Q” and “PAY.”
Also, a registered symbol needs to be included in superscript at the end.

- QuikPAY®

**NOT**

- QuickPAY®

**NOR**

- QuikPay

**STUDENT CONDUCT CODE**

Always capitalize *Student Conduct Code* and do not include *university* as part of the official name of the *Student Conduct Code*. In cases when it is not clear whose student conduct code is being referenced, *university’s* may be added before *Student Conduct Code*.

- Why is there a Student Conduct Code?

  **OR**

- Disciplinary actions are addressed in the university’s Student Conduct Code.

**STUDENT ORGANIZATIONS**

The following is a list of student organizations commonly used in University Housing communications. For a complete list of student organizations refer to the latest *UO Telephone Directory*.

- Associated Students of the University of Oregon (ASUO)
- Conflict Resolution Services
- Hall Government
- Lesbian, Gay, Bisexual, Transgender, and Queer Alliance
- Office of Student Advocacy
- Nontraditional Student Union
- Residence Hall Association
- UO Men’s Center
- Women’s Center

**UO ID CARD**

Never capitalize *card* in *UO ID card*.

- Pick up your UO ID card in Erb Memorial Union.
- The University of Oregon Card Office now accepts selfie submissions for UO ID cards.
ACRONYMS
Always spell out the full name with acronym immediately following in parentheses on first mention. Also, use this rule in a section of a document if the section can stand alone outside of the document. Once it has been spelled out the first time, use the acronym in subsequent uses.

- The Living-Learning Center (LLC) is centrally located on campus. Several classrooms are located in the LLC.

COMMONLY MISSPELLED OR MISWRITTEN WORDS
The following is a list of commonly misspelled or miswritten words and numbers:

- 9-1-1 not 911
- e-mail not email
- Holdover not hold-over
- website not web site nor web-site

HOMEOWNERS INSURANCE
There is no apostrophe in homeowners insurance.

- Your property may be covered under your parent’s homeowners insurance.
  
  NOT

- Your property may be covered under your parent’s homeowner’s insurance.

  NOR

- Your property may be covered under your parent’s homeowners’ insurance.

ORGANIZATIONS OUTSIDE OF THE UO
The following is a list organizations outside of the UO commonly used in University Housing communications.

- Eugene Police Department (EPD)
- Sexual Assault Support Services (SASS)
- US Postal Service; United States Postal Service; Postal Service; post office

PHONE NUMBERS
Use hyphens as the separators in phone numbers not parentheses or periods.

- 541-346-4277

  NOT

- (541) 346-4277

  NOR

- 541.346.4277

RENTERS INSURANCE
There is no apostrophe in renters insurance.

- Purchase renters insurance to cover your personal property.

  NOT

- Purchase renter’s insurance to cover your personal property.

  NOR

- Purchase renters’ insurance to cover your personal property.

TIME
The correct abbreviation for morning times is a.m.

- The workshop lasted from 8:00 a.m. to 10:45 p.m.

- Visiting hours are 8:00–10:00 a.m. (en dash not hyphen)

  NOT

- The workshop lasted from 8:00 a.m.–10:45 p.m.

- Visiting hours are between 8:00–10:00 a.m.

Use noon instead of 12:00 p.m.

Use midnight instead of 12:00 a.m.

- Registration is open between noon and 5:00 p.m.

There are several correct ways of expressing inclusive times. Don’t mix and match them.

- The workshop lasted from 8:00 a.m. to 10:45 p.m.

- Visiting hours are 8:00–10:00 a.m. (en dash not hyphen)

  NOT

- The workshop lasted from 8:00 a.m.–10:45 p.m.

- Visiting hours are between 8:00–10:00 a.m.